



Wellness Coaches USA's On-site Coaching Model Shows ROI of 4:1 or \$700 savings per employee

Blue Bell, PA (January 16, 2009) – Wellness Coaches USA today announced results of an independent analysis conducted by Thomson Healthcare, using their Health & Productivity Management (HPM) Return on Investment Model (ROI Model). The ROI Model, which allows Wellness Coaches USA to forecast the impact of its unique, onsite coaching model on future healthcare expenditures and on-the-job productivity, showed that over a period of five years the average ROI was 4 to 1, or \$700 per employee.

By reducing health risks, health care expenditures can be reduced, and productivity can be increased, leading to a significant return on investment for Wellness Coaches USA customers. Therefore, the ROI Model helps employers answer the question; "What can I expect to save, and what will be the return on my investment?"

"This third-party analysis validates our approach – the best way to encourage employees to get fit is by providing human support," said Gene McGuire, managing partner with Wellness Coaches USA. "We are excited to share the study results and look forward to continuing to help our customers build healthy work forces."

Results from the ROI Model Analysis

Wellness Coaches USA recently used the ROI Model for a group of 4,000 employees from 8 clients with 11 locations in 10 different states, covering a wide variety of industrial classifications. To be included in the sample, each client must have utilized Wellness Coaches USA on-site coaching services for at least 1 full year and administered year over year comparative health risk assessments to its eligible employees. Aggregate data from the health risk assessments was then sent to Thomson Healthcare to be entered into their ROI Model. The ROI Model is based upon the premise that demographics and health risks influence medical expenditures and productivity at work.

The ROI Model's forecasted savings from health risks produced a 3.7 to 1 return on investment in the 2nd year, representing absolute dollar savings of \$940 per employee (\$300 per employee in healthcare costs and \$640 per employee in productivity costs). Total program costs were \$250 per employee. By the 5th year, the model showed that the ROI increased to 4.3 to 1, or \$1,100 per employee. It is important to note that these ROI and absolute dollar results were based upon current dollar values, without adjusting for the likely continuation of substantial medical cost inflation, or increases in labor costs.

About Thomson Healthcare

Wellness Coaches USA recently entered into a licensing agreement with Thomson Healthcare to utilize its proprietary Health & Productivity Management (HPM) Return on Investment Model (ROI Model). Thomson Healthcare, a division of Thomson Reuters (www.thomsonreuters.com), is the leading provider of decision support solutions that help organizations across the healthcare industry improve clinical and business performance.

About the ROI Model

The ROI Model is based upon sophisticated statistical analyses that have been published in peer-reviewed medical literature over the past 20 years, and offers employers a practical and lower cost alternative to the very resource intensive retrospective ROI studies that require extensive analysis of historical financial data, and can cost hundreds of thousands of dollars. In addition, such retrospective analyses require access to extensive, multi-year medical claims databases (which are often difficult to obtain) for very large numbers of employee lives, as well as access to a comparative control group with similar characteristics to the population being evaluated. Generally as a result, even for very large employers, it is simply not feasible to undertake such studies.